

## ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 35847  
Alt Order #: 08802016  
Product Desc: Issue  
Estimate: 1199  
Flight Dates: 10/09/12 - 10/15/12  
Original Date / Rev: 05/16/12 / 10/09/12  
Order Type: GENERAL

Primary AE:  
Sales Office:  
Sales Region:

Agency Name: Great American Media  
Buying Contact:  
Billing Contact:  
1010 Wisconsin Avenue NW  
Washington, DC 20007

Billing Type:  
Billing Calendar:  
Billing Cycle:  
Agency Commission:

Cash  
Broadcast  
EOM/EOC  
15%

Advertiser Name: DCCC  
Demographic: A35+  
Product Codes: PO4  
Priority: LV2  
Revenue Codes: AGY, POL, ISS

New Business Thru:  
Order Separation:  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	21	\$36,850.00	\$31,322.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	21	\$36,850.00	\$31,322.50	0.00
Totals	21	\$36,850.00	\$31,322.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share	Share	Total
KLAS	30%	\$36,850.00
Market	100%	\$122,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$30,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,141.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/09/12	10/15/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
8 NEWS NOW AT 5A															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
		Week: 10/09/12	10/15/12	M-WTF--		1	\$1,000.00		0.00						
E 2	8	10/09/12	10/15/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 News Now 6a M-F															

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<b>8 NEWS NOW AT 6A</b>																	
<b>CBS THIS MORNING</b>																	
E 3	8	10/09/12	10/15/12	CBS	This Morning	7-9a	CM	7-9a		:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,000.00
<b>CBS Early Show - Sat.</b>																	
E 4	8	10/13/12	10/13/12	CBS	Early Show - Sat.	CM	5-7a			:30	1	\$1,000.00	LV1	0.00	NM	1	\$550.00
<b>CBS THIS MORNING SATURDAY</b>																	
E 5	8	10/14/12	10/14/12	8 News Now Sun AM	#CM	8 News Now Sun A-----S				:30	1	\$550.00	LV2	0.00	NM	1	\$500.00
<b>8 NEWS NOW SUNDAY MORNING- #1</b>																	
E 7	8	10/14/12	10/14/12	8 News Now Sun AM	#CM	8 News Now Sun A-----S				:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
<b>8 NEWS NOW SUNDAY MORNING- #2</b>																	
E 8	8	10/09/12	10/15/12	Live w/Kelly	CM	9-10a				:30	1	\$1,500.00	LV2	0.00	NM	1	\$850.00
<b>LIVE! WITH KELLY</b>																	
E 9	8	10/09/12	10/15/12	Price Is Right	CM	10-11a				:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
<b>PRICE IS RIGHT</b>																	
E 14	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	5-7p				:30	1	\$800.00	LV2	0.00	NM	1	\$800.00
<b>8 NEWS NOW AT 5PM-SAT</b>																	
E 15	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	8 News Now Sat 5-7p				:30	1	\$800.00	LV2	0.00	NM	1	\$800.00
<b>8 NEWS NOW AT 630PM-SAT</b>																	
E 18	8	10/15/12	10/15/12	Mon 8-9p	CM	8-9p				:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00
<b>HOW I MET MOTHER/2 BRKE GRL</b>																	
E 19	8	10/09/12	10/15/12	8 News Now 11p M-F	CM	11-1135p				:30	1	\$2,200.00	LV1	0.00	NM	1	\$2,200.00
<b>8 NEWS NOW AT 11PM</b>																	
E 20	8	10/13/12	10/14/12	8 News Now 11p	Sa/SuCM	11-1135P				:30	2	\$1,100.00	LV2	0.00	NM	2	\$2,200.00
<b>8 NEWS NOW AT 11PM-WKND</b>																	
N21	8	10/09/12	10/09/12	8 News Now Noon M-F	CM	12-1230p				:30	1	\$750.00	LV2	0.00	NM	1	\$750.00

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N21	8	10/09/12	10/09/12	8 News Now	Noon	M-F	CM	12-1230p	-T-----	:30	1	\$750.00	LV2	0.00	NM										
8 News Now Noon M-F																									
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>																	
Week: 10/08/12		10/14/12	-T-----		1		\$750.00	0.00																	
N22	8	10/11/12	10/11/12	Thu	10-11p		CM	10-11p	---T---	:30	1	\$8,500.00	LV1	0.00	NM										
Person Of Interest																									
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>																	
Week: 10/08/12		10/14/12	---T---		1		\$8,500.00	0.00																	
N23	8	10/10/12	10/15/12	8 News Now	4-5a		CM	4-5a	M-WTF--	:30	4	\$200.00	LV1	0.00	NM										
8 News Now 4-5a																									
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>																	
Week: 10/09/12		10/15/12	M-WTF--		4		\$200.00	0.00																	